

**Henrietta**  
Populares



10¢

Everywhere

# Henrietta

## 10¢ Populares 10¢

**A new size Henrietta with all the famous Eisenlohr quality**

For several years in the cigar market 10 cents has been merely a price and not a standard of quality.

We have long believed that Philadelphia smokers were entitled to a 10 cent cigar that was really worth 10 cents.

Not until now has it seemed possible to produce such a cigar.

At last, however, we are able to announce a new size—Henrietta-Populares.

Popular in price, popular in size, popular

in quality—it is the utmost in a cigar that can be made to sell for 10 cents. It is produced by the oldest cigar manufacturer in Philadelphia, with a reputation for making good cigars for three quarters of a century.

Henrietta-Populares is liberal-sized, well-shaped, smokes well, looks well, and is comfortable in the mouth.

We are confident that you will welcome Henrietta-Populares as a *real* 10 cent cigar for 10 cents.

*We also desire to announce a marked increase in the size of the well-known Henrietta Admiral and Henrietta Perfecto, with no increase in price*

OTTO EISENLOHR & BROS., INC.  
Philadelphia Established 1850



Perfecto size  
2 for 25¢  
Box of fifty \$5.75



The new Populares size—10¢  
Box of fifty \$4.50



Admiral size  
15¢  
Box of fifty \$6.75